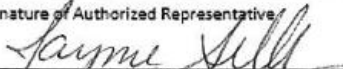


# BROADBAND EXPANSION GRANT APPLICATION

## For Fiscal Year 2022


### SUMMARY OF GRANT APPLICATION

<b>Primary Applicant (Name and Address):</b>  <b>Oconto County Economic Development Corporation</b> <b>1113 Main Street</b> <b>Oconto, WI 54153</b>	Applications MUST be UPLOADED to ERF via the Commission's website, <a href="http://psc.wi.gov/apps35/ERF_upload/content/mymenu.aspx">http://psc.wi.gov/apps35/ERF_upload/content/mymenu.aspx</a> . Refer to section 2.3 for detailed instructions.  Applications are due and MUST be uploaded to ERF no later than: <b>March 17, 2022</b> at 4:00pm (16:00) Central Time. <b>Late applications will not be accepted.</b>	
	<b>Contact for further information:</b> <a href="mailto:PSCStatebroadbandoffice@wisconsin.gov">PSCStatebroadbandoffice@wisconsin.gov</a>	
	<b>Date:</b> December 1, 2021	
The Public Service Commission of Wisconsin is seeking applications for Broadband Expansion Grants. The Commission may award one or more grants during Fiscal Year 2022 to public and private entities that meet the eligibility requirements set forth in Wis. Stat. § 196.504. This grant round will be funded with bond proceeds authorized by the Wisconsin Building Commission pursuant to Wis. Stat. § 13.48(30). As such, successful applicants are subject to the requirements of Wis. Stat. § 13.48(30). Successful applicants will demonstrate a clear and achievable plan to improve broadband communications services in one or more underserved areas in the State.		
<b>Applicant Certification:</b> In signing this application, the undersigned verifies under penalty of perjury that the Applicant and its employees and agents have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition with respect to this application; that no attempt has been made to induce any other person or firm to submit or not to submit an application; that this application has been independently arrived at without collusion with any other proposer, competitor or potential competitor; that this application has not been knowingly disclosed prior to the opening of applications to any other applicant or competitor; that all of the responses and representations of Applicant in this application are true and correct to the best of the undersigned's knowledge, information, and belief; and that Applicant agrees to, accepts, and will comply with all of the terms and conditions respecting this application and any award of a broadband expansion grant as may be established in a grant award Agreement.		
<b>Name of Authorized Representative (Type or Print)</b>  Jayme Sellen	<b>Title</b>  Executive Director	<b>Phone ( 920) 834-6969</b>
<b>Signature of Authorized Representative</b> 	<b>Date</b> March 17, 2022	

Primary Applicant Name <b>Oconto County Economic Development Corporation</b>	Amount of Broadband Grant Request (round to nearest dollar) <b>\$1,278,652</b>
Federal Employer Identification No. <b>39-1286973</b>	Amount of Matching Funds Pledged (round to nearest dollar) <b>\$472,926</b>
Contact Name and Title <b>Jayme Sellen, Executive Director</b>	Total Cost of Proposed Project (round to nearest dollar) <b>\$1,751,579</b>
Telephone Number <b>(920) 834-6969</b>	Project Name <b>Town of Lakewood FTTP Project</b>
E-mail Address(es) <a href="mailto:jsellen@ocontocounty.org">jsellen@ocontocounty.org</a>	Type of Proposed Broadband Service (FTTH, Cable, DSL, etc.) <b>FTTP</b>
Grant Manager, if different than Primary Applicant <b>Nsight Telservices</b>	Type of Proposed Project (Last-mile, Middle-Mile, backbone, other) <b>Last-mile FTTP.</b>
Grant Manager Contact Name <b>Michael O'Malley</b>	Grant Manager Email Address and Telephone Number <a href="mailto:Michael.omalley@nsight.com">Michael.omalley@nsight.com</a> <b>(920) 606 2073</b>
If the application proposes a public-private partnership, list the names, addresses, and FEINs of the partner companies or organizations  <b>Brown County C-LEC, LLC, d/b/a Nsight Telservices, 450 Security Blvd, Green Bay, WI 54313. FEIN: 39-1962315</b> <b>Oconto County Board of Supervisors, 301 Washington St, Oconto, WI 54153. FEIN: 39-6005722</b> <b>Town of Lakewood, 17181 Twin Pines Rd, Lakewood, WI 54138. FEIN: 39-6031036</b>	
Brief Project Description (2 sentences) <b>Oconto County Economic Development Corporation ("OCEDC") requests an FY2022 PSCW Broadband Expansion Grant to partner with Nsight Telservices, LLC ("Nsight") and construct a fiber-to-the-premise (FTTP) project deployment passing 201 homes and 55 businesses in the Town of Lakewood, Oconto County. The new network will deliver download speeds between 250 Mbps and 1 Gbps per subscriber and upload speeds between 20 Mbps and 100 Mbps.</b>	
Maximum Proposed Download Transmission Speed <b>1Gbps</b>	Maximum Proposed Upload Transmission Speed <b>100Mbps</b>
Minimum Proposed Download Speed to Customer Location <b>250Mbps</b>	Minimum Proposed Upload Transmission Speed to Customer Location <b>20Mbps</b>
County or Counties served by this project <b>Oconto County</b>	Community or Communities served by this project <b>Town of Lakewood</b>

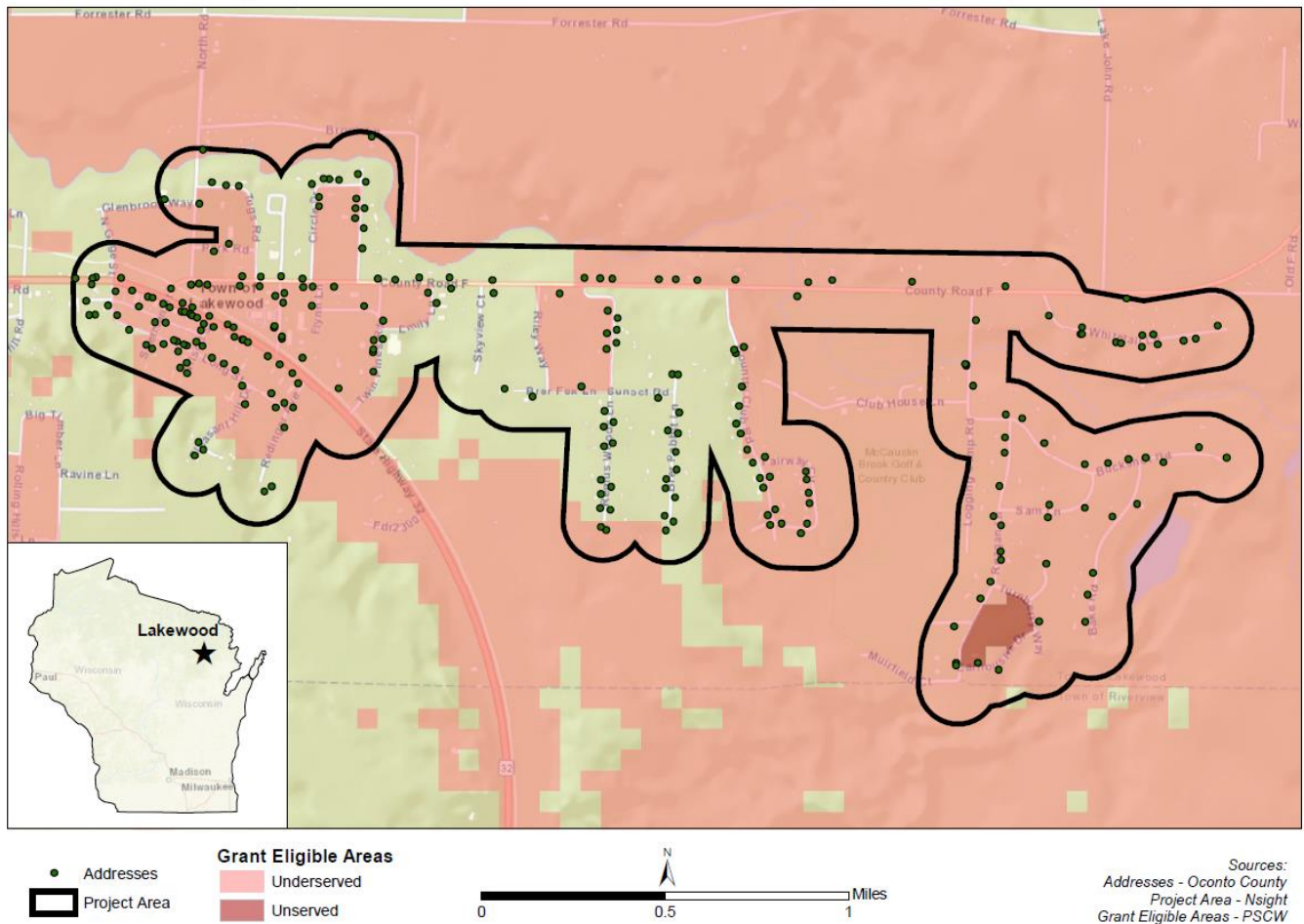
List of the broadband service providers, if any, currently serving the area the applicant proposes to serve <b>Landline service provider: CenturyLink</b> <b>Fixed Wireless service provider: Bertram Communications</b>	
Does proposed project serve an <i>unserved</i> area of the State, as defined in <a href="#">Section 1.4</a> of the application instruction? (yes/no) <b>No</b>	Is the Applicant certified as a Broadband Forward! Community or Telecommuter Forward! Community, or does the grant project propose to serve a Broadband Forward! Community or Telecommuter Forward! Community? (yes/no) <b>No</b>
For last mile projects or component the expected number of Business Locations that will have access to the improved broadband service (i.e., total business locations passed or with new service access). <b>55</b>	For last mile projects or components the expected number of Residential Locations that will have access to the improved broadband service (i.e., total residential locations passed or with new service access). <b>201</b>
Of the improved business locations, how many locations are <i>unserved</i> ? <b>0</b>	Of the improved residential locations, how many are <i>unserved</i> ? <b>1</b>
For providers that are eligible telecommunications carriers will the proposed broadband service be available to Lifeline customers? (yes/no) <b>Yes</b>	Are there any programs available for low-income households to access low-cost service or discounts? (yes/no) <b>Yes</b>
Is the internet service provider currently participating in the Emergency Broadband Benefit Program? (yes/no) <b>Yes</b>	Is the internet service provider currently participating in the Department of Public Instruction and CESA purchasing's Digital Learning Bridge? (yes/no) <b>Yes</b>
Did the internet service provider participate in the Public Service Commission's voluntary Broadband Coverage Data Collection in 2012? (yes/no) <b>Yes</b>	

PAGE 4: The fourth pages of the application should be the [Summary of Project Budget and Funding Statement](#). Use the spreadsheet available on the Broadband Expansion Grants webpage. Save it as a PDF or scan it to add it to your application as page four. In addition to including it in the PDF application, you must also upload it separately to ERF in Excel format – see below.

	A	B	C	D	E	F	G	H	I	J	K	L
1	<b>FY22 Broadband Expansion Grant Application</b>											
	<b>Budget &amp; Income Summary</b>											
2	Please complete this form using Microsoft Excel. A PDF copy must be attached to your application as page four. In addition, this form must also be uploaded to ERF in Excel format.											
4	<b>Grant Summary</b>											
6	Grant Applicant:						Project:					
7	Oconto County Economic Development Corporation						Town of Lakewood FTTP Project					
9	<b>Budget</b>											
11	Line:	Description / Category:		Grant Funds:		Match:		Total:				
12	1	Contractual, Consultant Fees		\$ 1,151,735.60		\$ 425,984.40		\$ 1,577,720.00				
13	2	Equipment		\$ 126,917.07		\$ 46,941.93		\$ 173,859.00				
14	3	Supplies						\$ -				
15	4	Labor (Salary, Fringe)						\$ -				
16	5	Permitting, Licensing Fees						\$ -				
17	6	Travel						\$ -				
18	7	Other						\$ -				
19	Total:			\$ 1,278,652.67		\$ 472,926.33		\$ 1,751,579.00				
20				27.0% match requested								
22	<b>Pledged Contributions</b>											
24	#:	Entity:		Entity Type:		Pledge Type:		Pledge:				
25	1	Oconto County Board of Supervisors		Partner		Cash		\$ 250,000.00				
26	2	Town of Lakewood		Partner		Cash		\$ 40,000.00				
27	3	Nsight Telservices		Partner		Cash		\$ 182,926.33				
28	4											
29	5											
30	6											
31	7											
32	8											
33	9											
34	10											
35								Total:	\$ 472,926.33			

PAGE 5+: Map. A clear static map(s) of the project boundaries and locations of the project area.

## Nsight - Town of Lakewood FTTP: FY2022



I. Applicant identification and contact information (3.2.1)

- A. The name and address of the entity applying for the grant, and the mailing address, telephone number and e-mail address of one or more contact persons representing the applicant.

**Jayne Sellen, Executive Director**

**Oconto County Economic Development Corporation**

**1113 Main Street, Oconto, WI 54153**

**Phone: 920-834-6969**

**[jsellen@ocontocounty.org](mailto:jsellen@ocontocounty.org)**

- B. If the application proposes a public-private partnership, the identity and contact information for all application partners.

**Town of Lakewood:**

**Joanne Roy**

**Town Board Chairperson**

**17181 Twin Pines Rd**

**Lakewood, WI 54138**

**Phone: 715-276-3579**

**Paul Bednarik, Chair, Oconto**

**County Board of Supervisors.**

**301 Washington St**

**Oconto, WI 54153**

**920 834 6800**

**Nsight Telservices:**

**Brighid Riordan, CEO**

**(920) 617 7054**

**Mick O'Malley.**

**Sr. Director of Internal Operations**

**450 Security Blvd**

**Green Bay, WI 54313**

**Landline: 920 617 7349**

**Cell: 920 606 2073**

**Michael.omalley@nsight.com**

- C. The application must show that the applicant is an organization, a telecommunications utility, or a city, village, town, or county that has established a legal partnership or joint venture arrangement with an otherwise qualified organization or telecommunications utility, and as such meets the eligibility requirements set forth in Wis. Stat. § 196.504(1).

**The Oconto County Economic Development Corporation ("OCEDC") is a not-for-profit economic development organization that seeks to foster economic development and tourism promotion in Oconto County. Located in Oconto, the OCEDC maintains a professional full-time staff. For over forty-four years, we have provided an array of services to support economic development and tourism in the county. OCEDC will partner with Nsight Telservices. Brown County CLEC, LLC. (d/b/a: Nsight Telservices) ("Nsight") is registered with the State of Wisconsin Public Service Commission as a Competitive Local Exchange (CLEC), carrier number 775. Nsight operates four Incumbent Local Exchange Carrier (ILEC) in various telephone exchanges throughout Northeast Wisconsin. Each ILEC is certified to provide telecommunications service in the State of Wisconsin pursuant to Section 196.50(2)(b) of the Wisconsin State Statute. As a leading communications provider in the state of Wisconsin, Nsight has a proven track record of operating, maintaining and continually investing in its network. Key organizational capabilities and network highlights include approximately 3,924 route miles of fiber-based network.**



## II. Description of the project (3.2.2)

- A. A static map and description of the area of the State that will be affected by the proposed project.

**See project area map on Page 5 above.**

**URL link to zipped filed geodatabase:**

**<https://arcgis.com/home/item.html?id=97feb71d9ab54efca026ee9c1d2b45b6>**

**The project area is in the Town of Lakewood (“Lakewood”) in Northern Oconto County. Located in northern Oconto County, in the heart of the Chequamegon-Nicolet Forest, Lakewood is a commercial hub for northern Oconto County while also being popular with recreational visitors. Recreational activities include snowmobiling, ATV, birdwatching, camping, kayaking, & fishing. The project area is almost all underserved according to the FY2022 Wisconsin Broadband Map. OCEDC is applying for an FY2022 PSCW Broadband Expansion Grant to partner with Nsight and construct a fiber-to-the-premise (“FTTP”) project deployment passing 201 homes and 55 businesses in Lakewood. The project area includes households and businesses north and south of County Road F between Long St, Highway 32, and Whitetail Lane in Lakewood. The new network will deliver download speeds between 250 Mbps and 1 Gbps per subscriber and upload speeds between 20 Mbps and 100 Mbps.**

- B. If the project area lies within a census block designated as served on the PSC Broadband Map, provide additional documentation to demonstrate the actual broadband service that is available in the proposed project area.

**The Wisconsin broadband maps give the appearance that parts of Lakewood have two providers providing download/upload speeds of 25/3 and are served and that other areas have at least one provider providing 25/3 and are underserved. Low speeds experienced by users in Town of Lakewood with their incumbent landline provider counters the appearance by these maps and demonstrates that the entire area is in fact underserved.**

- C. An explanation of how the proposed project will increase broadband access.

**According to the Wisconsin Broadband Map, there are 256 locations in the project area. Of these, 179 are underserved and 77 are served. Applicant believes that all 256 locations are underserved. See section IV.C., Existing Broadband Service.**

- Potential and expected number of households served, including number of unserved and underserved locations.

**201 Households.**

- Potential and expected number of businesses served, including number of unserved and underserved locations.

**55 Businesses.**

- Expected number of seasonal residents and tourists served.

**Tourism data is not available at the town level, but applicant can provide some statistics that show tourism spending and sales tax for Oconto County. The most recent**

**data available is for 2019 & 2020. 2020 was a bad year for tourism due to the pandemic. 2021 numbers are not available yet.**

Year	Direct Visitor Spending	State and Local Sales Tax Revenues
2019	\$93,200,000	\$8,700,000
2020	\$76,000,000	\$6,900,000

- Estimated download and upload speed of the broadband service packages available for purchase.

**Residential and Business Service Plans**

**Nsight will offer Lakewood customers similar pricing as in its other fiber markets. Prices are subject to change but have remained very consistent while speeds have increased for the last decade.**

**Standard Internet Packages**

**Current monthly internet pricing is as follows.**

**Residential:**

- **250/20 Mbps: \$39.95/month initial 12 months; \$49.95 thereafter**
- **500/50 Mbps: \$59.95/month initial 12 months; \$69.95 thereafter**
- **1000/100 Mbps: \$99.95/month initial 12 months; \$109.95 thereafter**

**Note: An additional \$5.95/month gateway fee is also charged. Standard installation cost is \$19.95 with a 12-month contract; \$110.00 without a contract.**

**Business:**

- **250/20 Mbps: \$54.95/month initial 12 months; \$64.95 thereafter**
- **500/50 Mbps: \$104.95/month initial 12 months; \$114.95 thereafter**
- **1000/100 Mbps: \$199.95/month initial 12 months; \$209.95 thereafter**

**Note: An additional \$7.95/month gateway fee is also charged. Standard installation cost is \$19.95 with a 12-month contract; \$110.00 without a contract.**

- D. A statement whether the proposed project is targeting the “last mile,” “middle mile,” or backbone portion of the broadband infrastructure.

**The proposed project will target the last mile of the broadband infrastructure. The last mile FTTP network will be connected to Nsight’s existing backbone fiber route linking Lakewood with Nsight broadband infrastructure in Green Bay.**

- E. A description of the broadband service to be provided, including estimated download and upload speeds, whether the speed is based on dedicated or shared bandwidth, and the technology that will be used. This description may be illustrated by a map or schematic diagram, as appropriate.

**Nsight plans to deploy XGS-PON technology which utilizes fiber to the premise (FTTP) and supports up to 10 Gbps speeds on a single optical distribution network (ODN) between the distribution electronics known as the optical line terminal (OLT) and the customer premise**



equipment known as the optical network unit (ONU). This is a shared resource with all subscribers in the ODN. Nsight will deploy scalable optical multiplexing between 64 to 128 subscribers per ODN and will monitor utilization to add capacity as needed. The technical implementation supports typical service speeds between 250 Mbps and 1 Gbps per subscriber.

Nsight has backhaul network within the targeted footprint with 10 Gbps capacity and electronics that support scaling to 100 Gbps. The system would be served by a fiber ring linking Lakewood with Green Bay and transport out to the Internet. The fiber in the project area will be buried unless utility poles are available for an aerial deployment.

- F. A schedule by which the applicant intends to complete the components of the proposed project. The project period is up to 24 months.

**The FY2022 Lakewood FTTP project construction timeline will begin with grant approval and acceptance by the applicant.**

- i. **Months 1-3: Engineering and environmental work.**
- ii. **Month 4-8: Permitting and material order.**
- iii. **Months 9-11: Beginning of Construction and testing.**
- iv. **Month 12-24: Completion of Construction, splicing & turn-up of customers.**

III. Itemized Budget (all amounts should be rounded to the nearest dollar) (3.2.3)

- A. In addition to the Summary of Project Budget that is included as page 3, applicants should include a price list or quote for any equipment the applicant intends to purchase, including capital expenditures.

**Broadband facilities will be owned by the applicant during construction phase and then transferred to Nsight after construction is completed. Pricelist:**

Description	Category	Price
Construction Labor	Contractual Fees	\$1,405,000
Material	Equipment	\$94,626
Splicing	Contractual Fees	\$51,220
Electronics	Equipment	\$44,000
Contracted Drops	Contractual Fees	\$121,500
Customer Premise Equipment	Equipment	\$35,233
Total		\$1,751,579

- B. The application must show that the grant, if awarded, will not subsidize the expenses of a telecommunications provider or the monthly bills of telecommunications customers. For purposes of this grant program, subsidize means a contribution to the operating costs, including profit, of the telecommunications provider.

**Partners OCEDC and Nsight confirm that the grant will not subsidize expenses or the monthly bills of existing customers. As shown in the itemized statement of funding request, the proposed project will not subsidize the operating costs or monthly bills of customers of the partner providers. It is understood that for the purposes of this grant program, subsidy means a contribution to the recurring service charges, operating costs, including profit, of the telecommunications provider.**

- C. The application must show that the grant funds requested will be used for the sole purpose of constructing broadband infrastructure in the underserved areas covered by the application. Construction of broadband infrastructure may include any of the following: **OCEDC and Nsight confirm that grant funds will be used for the sole purpose of constructing broadband infrastructure in the underserved areas covered by the application. The Applicant confirms that all funds being requested will be used exclusively for project planning, construction permitting, construction of facilities, purchase of equipment, and installation and testing of equipment. Grant funds will not be utilized for any reason other than the above mentioned.**

IV. Priority factors supporting the application (3.2.4)

- A. **Matching funds.** A description of the matching funds the applicant will invest in the proposed project, if any. For each element, indicate the type of match (cash, salary expense, or in-kind contribution). If the application is submitted by a partnership, identify the partner responsible for providing each element of the proposed matching funds. *Note: The requirement for this information is satisfied via inclusion of the completed Funding Statement as page 4 of the application.*

**This application includes matching funds from three different sources including Oconto County Board of Supervisors, Town of Lakewood, and Nsight Telservices. The total amount of these public/private matching funds is \$472,926.**

**The Town Board of Lakewood supports the OCEDC's FY2022 PSCW Broadband Expansion Grant application and pledges \$40,000 towards the total project cost contingent on grant award. According to the Board, the rural Town of Lakewood lacks basic broadband internet service required to complete business and personal transactions and to promote economic development. Businesses are currently unable to complete credit card transactions because the end-of-life copper broadband internet system gets congested, particularly during the tourism seasons. See Town of Lakewood Resolution in Exhibit 1.**

Serving rural areas has always been an important niche for Nsight. The company understands that individuals who choose the quality of life that is offered by small, close-knit communities still want access to the same technical amenities found in metropolitan areas. Therefore, Nsight supports the OCEDC FY2022 grant application and pledges \$182,926 in financial support for the proposed project contingent on the grant award and completion of the last-mile fiber build. See Nsight Letter of Support in Exhibit 4.

Oconto County Board of Supervisors are pledging \$250,000 towards the project. The County's planned pledge of financial support is intended to increase the competitiveness and likelihood of success for OCEDC's grant application and the proposed project. Board members agree with local leaders in Lakewood that the Town lacks basic broadband internet service required to complete business and personal transactions and to promote economic development. The County incorporated its pledge into a Resolution passed unanimously on February 24<sup>th</sup>. This Resolution was also passed unanimously by the County's Economic Development and Tourism Committee and the County's Finance Committee prior to the County Board meeting. See Exhibit 2.

- B. Public-private partnerships.** If the public-private partnership is memorialized in a joint venture agreement or other writing, provide a copy of that agreement. If the partnership has not been reduced to a written agreement, provide a short description of the management role, financial commitment, or other contribution to the project for each participating partner.

The OCEDC explored possible public/private partnership opportunities and decided to partner with Nsight to deploy a scalable FTTP service with download speeds between 250 Mbps and 1 Gbps per subscriber to 256 households and businesses in Lakewood. The two partners signed a Memorandum of Understanding outlining the terms of this partnership. Nsight will design the new network and hire contractors to build it. Nsight will operate it after the project is completed. Nsight will make a connection to the new FTTP network, provide internet backhaul, complete installs and disconnects at customer premises, handle billing, and maintain the new network. The OCEDC will be the applicant and grant administrator. In addition, OCEDC will coordinate with Lakewood and Oconto County to raise matching funds to support the project. OCEDC will also collect matching funds from these organizations, handle requests for reimbursements with PSCW, and pay contractors selected by Nsight.

OCEDC also partnered with public entities Oconto County and the Town of Lakewood. Both organizations passed resolutions supporting the OCEDC's grant application and endorsing the partnership between OCEDC and Nsight. Together, they pledged \$290,000 towards the project because they are confident that the two partners will improve broadband service in Lakewood. See Exhibits 1 & 2.

- C. **Existing broadband service.** A list of the broadband service providers, if any, currently serving the area the applicant proposes to serve. In scoring this element, the following factors will be taken into account:

**179 addresses out of 256 in the project area are shown as underserved in the Wisconsin Broadband Map and are therefore eligible for funding in FY2022 PSCW Broadband Expansion Grant Program. The Wisconsin broadband maps give the appearance that the remaining 77 addresses have two providers providing download/upload speeds exceeding 25/3 and are served. Low speeds experienced by users in Lakewood with their incumbent landline provider counters the appearance shown by these maps and demonstrates that all 256 locations in the project area are in fact underserved.**

Landline broadband service providers.

**According to the Wisconsin Broadband Map, CenturyLink advertises landline broadband internet service in Lakewood with download speeds ranging from 60Mbps in served areas to 10Mbps in underserved areas. In addition, the provider advertises upload speeds ranging from 5Mbps in served areas to 1Mbps in underserved areas.**

**Local residents dispute the speeds advertised in served areas. For instance, Lakewood resident Peter Liptack asserts in his support letter that the service they “now have available is not adequate for most modern business applications. For community files that should be public records, the service we have now will not allow for the upload of the data to make it available to conventional websites.” He continues, “Recently involved in the opening of a new business, I acquired state of the art equipment, only to find it would not function in Lakewood, the result of the lack of consistent and highspeed internet service”. See Exhibit 5.**

**Scott VanLaanen’s address, 15237 Pleasant Hill Drive in Lakewood, is shown as ‘served’ on the Wisconsin Broadband Map. However, he reports that the actual broadband service available to his home and work has download speed of less than 5Mbps and upload speed of less than .600Kbps. His address is definitely underserved despite what the Broadband Map shows. See Exhibit 6.**

**A response from the Lakewood Ski Club to the New North survey confirmed this assertion. “We are a different kind of business, our ski club members that live in the Lakewood area do not have adequate internet service from their homes so when we**

have a virtual club meeting our members have to drive to the local library or city building to get wifi service.”<sup>1</sup>

These assertions that the entire project area is underserved are amplified by the Town of Lakewood Board in their Resolution supporting the project. As the Resolution states, “the rural Town of Lakewood lacks basic broadband internet service required to complete business and personal transactions and to promote economic development and is considered underserved by the Wisconsin Public Service Commission maps.” See Exhibit 1.

Numerous businesses signed the petition in Exhibit 9 because they see also a need for the expansion of broadband in the town. These include:

Richard Edison	Town of Lakewood Supervisor
Colleen Cumber	Realtor in Lakewood
Adriane Bartels	Coldwell Banker Bartels Real Estate
Dave Genke	Lakewood Hardware & Lumber
Lisa Bath	USPS Postmaster
Gary Donaldson	Nicolet Pharmacy Lakewood
Rob Seiber	Lakewood Depot Shell
Matthew Popp	Laona State Bank – Lakewood
Cory Ashbeck	Cory Ashbeck Insurance Agency Lakewood
Nicole Lowery	Lakes Country Public Library – Lakewood
Craig Kowalski	Resident
Valerie Farmer	Resident/Waubee Lake Lodge
Brian P.	Lakewood SuperValue
Pam James	Family Dollar

Fixed wireless broadband service providers.

**Bertram Internet advertises download speeds of 50 Mbps and upload speeds of 6 Mbps in the Lakewood project area. However, speeds vary significantly depending on location of households and businesses and issues with line of sight between the customer and the towers. As a result, coverage is very spotty. In addition, Bertram Internet’s higher speed broadband service packages are not good value. The New North study indicates that**

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<sup>1</sup> New North Broadband Study Report, Oconto County Wisconsin. PP. 68-69. A broadband study of Oconto County began in early fall of 2021 and was completed in December 2021. The study included meetings with stakeholders and interested parties in the county, interviews and meetings with businesses, meetings with county officials, and residential and business broadband surveys.

Bertram Wireless prices range from \$59.95 to \$149.95 in Oconto County. By contrast, a residential fiber internet plan from Nsight with download speed of 250Mbps will cost \$39.95 for initial 12 months and \$49.95 thereafter.

A comment submitted during the New North Survey confirms these findings.

“CenturyLink (Now Lumen) has a monopoly on this area and other WISPs have tower based internet services that are over capacity and they're gouging the consumer. For as much money that is available for grants for building infrastructure, there is a severe lack of options or any development in our area. The topography of the Lakewood area provides challenge, however, technology exists to bring decent modern speeds to our area.”

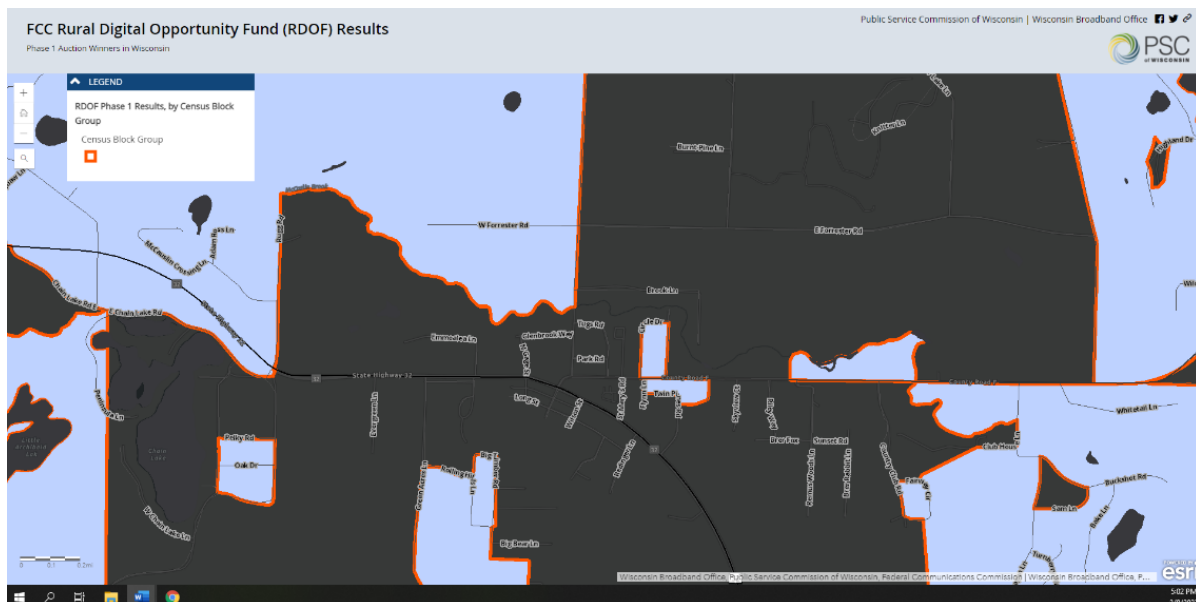
Mobile wireless broadband service providers that overlap the footprint of the proposed project.

**AT&T Mobility - Mobile Access – No speeds reported.**

**Cellcom - Mobile Access – No speeds reported.**

Other Information.

As the RDOF project area map below indicates, almost all of the project area was excluded from the Rural Digital Opportunity Fund bidding process. OCEDC is applying for the FY2022 PSCW Broadband Expansion Grant because this area will not receive funding for this critical infrastructure unless this grant is awarded.





- D. Project impact.** A description of the geographic area and the population, both in terms of absolute numbers and likely users, which will be served by the proposed project. Indicate the number of anticipated residential and business customers in the project area, if known. Explain the speed and quality of internet service that will be available. Include information about the range of packages available for purchase. Provide details on any low-income access programs and steps the project will take to support adoption.

**The Lakewood FTTP project will serve 256 locations in Lakewood. Below are numbers of underserved households and businesses that will have access to the service based on maps developed by Nsight Engineering department and analyzed by Nsight GIS analyst.**

**Geographic area: Absolute population numbers in underserved census blocks that will be either partially or completely served based on GIS maps.**

<b>Housing Units: Defined as house, apartment, condo etc that is or can be lived in. (occupied + vacant units)</b>	<b>216</b>
<b>Total population:</b>	<b>272</b>

**Likely users that OCEDC and Nsight believe will have access to the new service based on GIS maps for the fiber to the premise service included in the project.**

<b>Number of likely users: Residential customers.</b>	<b>201</b>
<b>Number of likely users: Business and community anchor institutions.</b>	<b>55</b>

**The new FTTP network will pass 256 locations and Nsight expects to connect (drops and CPE) at least 81 locations within 2 years of grant award.**

**Take rate for the new service over the first two years of service is expected to be at least 31% so that at least 57 households and 24 businesses will be connected to the new service within 24 months of grant award date.**

**Upon lighting of the new service, Nsight will provide download speeds between 250 Mbps and 1 Gbps and upload speeds between 20 Mbps and 100 Mbps per subscriber to every resident and business location in the Town.**

**Nsight will offer Lakewood customers similar pricing as in its other fiber markets. Prices are subject to change but have remained very consistent while speeds have increased for the last decade.**

#### **Standard Internet Packages**

**Current monthly internet pricing is as follows.**

**Residential:**

- 250/20 Mbps: \$39.95/month initial 12 months; \$49.95 thereafter
- 500/50 Mbps: \$59.95/month initial 12 months; \$69.95 thereafter
- 1000/100 Mbps: \$99.95/month initial 12 months; \$109.95 thereafter

**Note:** An additional \$7.95/month gateway fee is also charged. Standard installation cost is \$19.95 with a 12-month contract; \$110.00 without a contract.

**Business:**

- 250/20 Mbps: \$54.95/month initial 12 months; \$64.95 thereafter
- 500/50 Mbps: \$104.95/month initial 12 months; \$114.95 thereafter
- 1000/100 Mbps: \$199.95/month initial 12 months; \$209.95 thereafter

**Note:** An additional \$7.95/month gateway fee is also charged. Standard installation cost is \$19.95 with a 12-month contract; \$110.00 without a contract.

**Nsight is participating in the following low-income access programs and will take steps to support adoption of broadband internet service among low-income groups in the new service area.**

<b>Low Income program:</b>	<b>Available in the new service area?</b>
<b>Nsight is an eligible telecommunications carrier: Therefore, the proposed broadband service will be available to Lifeline customers.</b>	<b>YES</b>
<b>Nsight is participating in the Affordable Connectivity Program which replaced the Emergency Broadband Benefit Program.</b>	<b>YES</b>
<b>Nsight participates in Department of Public Instruction and CESA purchasing's Digital Learning Bridge.</b>	<b>YES</b>

- E. Scalability.** A description of how the proposed project could expand or improve the broadband service it delivers, while maintaining the quality of its broadband service. This description should include specific projected increases in the following parameters that are known at the time of the application:

- The number of users.

**The Lakewood broadband network will provide service to at least 81 locations within 24 months of grant award date. The FTTP project is expected to achieve 51% take rate by the end of year 4 so that 130 premises will be connected to the service. Partners expect that all 256 households and businesses along the route of the new network will eventually connect to the new network.**

- The number of network nodes.  
**The project budget includes customer premise equipment for 81 locations. Partners OCEDC and Nsight may apply for funds in future grant rounds to purchase additional CPE and optical equipment to provide drops into the remaining locations.**
- The number of services provided.  
**Services are listed in Project Impact section above. Nsight continually reviews its service packages and will make changes as needed based on local market conditions.**
- The geographic area served by the project.  
**The new FTTP network will pass 256 premises as illustrated in the project map. Costs for drops and customer premise equipment connecting 81 locations to the new network are included in the budget summary for this project. Partners may apply for funds in future grant rounds to install drops to the other 175 customer locations along the FTTP route should they sign up for broadband service.**

**F. Economic development.** A description of how the proposed project will promote job growth or retention, expand the property tax base or improve the overall economic vitality of the municipality or region. This description may be supplemented with a letter from one or more persons discussing the potential economic impact the project could have for that individual or business. In scoring this element, the following factors will be taken into account:

**Deploying XGS-PON fiber broadband internet service with download speeds between 250 Mbps and 1 Gbps and upload speeds between 20 Mbps and 100 Mbps per subscriber to every business in Lakewood will improve businesses' ability to provide basic business services such as credit card processing and document uploading to the internet. As Pastor Scott VanLaanen states in his letter of support, "This project will bring our church into the digital world and allow us to better teach and serve our congregation. I am in full support of the application to this grant and ask that you help us move forward. We have lagged behind far too long." See Exhibit 6.**

**As Senator Mary Felkowski and Representative Jeff Mursau state in their support letter, "this grant would allow for further development in the Northwoods region by providing reliable Internet access to underserved locations. Many residents in this area continue to rely on slower broadband connections in their homes and businesses, placing the area at a distinct disadvantage. broadband expansion will attract new businesses, promote student educational opportunities, and address health and safety issues..." See Exhibit 12.**

**Numerous businesses signed the petition in Exhibit 9 because they strongly support the expansion of broadband in the town. These include:**

Richard Edison	Town of Lakewood Supervisor
Colleen Cumber	Realtor in Lakewood
Adriane Bartels	Coldwell Banker Bartels Real Estate
Dave Genke	Lakewood Hardware & Lumber
Lisa Bath	USPS Postmaster
Gary Donaldson	Nicolet Pharmacy Lakewood
Rob Seiber	Lakewood Depot Shell
Matthew Popp	Laona State Bank – Lakewood
Cory Ashbeck	Cory Ashbeck Insurance Agency Lakewood
Nicole Lowery	Lakes Country Public Library – Lakewood
Craig Kowalski	Resident
Valerie Farmer	Resident/Waubee Lake Lodge
Brian P.	Lakewood SuperValue
Pam James	Family Dollar

**G. Effect upon broadband service to adjacent areas.**

**The proposed project will not impair the ability of a broadband service provider or competing broadband service provider to extend broadband service to areas adjacent to the proposed project area.**

**V. Other information supporting the application. (3.2.5)**

**A. A description of applicant’s history or experience constructing broadband communications facilities in the State and elsewhere.**

**OCEDC Grant Projects:**

Round	PSC Filing #	Project Description	Type of Broadband Technology Used	Facility Route Build	Number of customers
FY2022	416950	Mountain & Riverview Fiber	Long haul, middle mile, last mile		384
FY2020	381208	Oconto County Phase II	Fixed Wireless		319

**Note: The Oconto County Phase II project is a tower that will be built in the Spruce area this summer.**

**As a premier communications provider, Nsight is proud of its heritage, Wisconsin-based ownership, and reputation as an active corporate citizen. The company has provided essential local telephone service since 1910. Today, the Nsight family of companies includes subsidiaries Nsight Telservices, Cellcom, Nsight Tower and Glas. Nsight employs more than 740 people in the state, including technical staff that builds and maintains its network and local customer service teams to support its customers.**

**Nsight Telservices operates as a facilities-based Competitive Local Exchange Carrier (CLEC) offering customized enterprise solutions including services scalable to 200 Gbps. With nearly 4,000 route miles of fiber optic cable and connections to major metropolitan areas, the company provides resilient and redundant fiber-based data and voice services to some of the largest enterprises in Wisconsin.**

**Under the Nsight Telservices and Cellcom brands, the company offers residential internet and voice services in the Shawano, Pulaski, Abrams, Niagara, Florence, Newton, Oconto, Oconto Falls, and Two Rivers and Luxemburg communities. The company operates fiber distribution networks in seven distinct markets and is the rural Local Exchange Carrier (LEC) in 15 telephone exchange markets. The company's monthly churn rate for internet services averages less than .65 percent, indicating customer satisfaction. Overall market penetration for internet service is 43 percent.**

**The most recent fiber expansion was a partnership with the Village of Luxemburg. In March of 2021, the Village of Luxemburg chose Cellcom to bring fiber to residents and businesses in the community, citing the company's responsiveness and willingness to get the project underway so the community could begin reaping the benefits over the next two years. Cellcom delivered on its promise with installations starting in November of 2021. The public-private partnership will bring fiber internet with speeds up to a gigabit to nearly 1,200 addresses by the end of 2022.**

**Nsight regularly invests in its existing network with funds budgeted annually to upgrade customers in established territories. The company always installs fiber in new construction areas within existing territories (i.e., new subdivisions) and takes a fiber-first approach for repairs and maintenance of its existing network, seeking to upgrade copper infrastructure to fiber whenever it is feasible. Additionally, if scenarios do not allow for fiber installation immediately, Nsight installs conduit to prepare for fiber in the future.**

**Nsight has a proven track record of operating, maintaining and continually investing in its network. Key organizational capabilities and network highlights include:**

- **Middle-mile interconnection to strategic cities in the region**
- **Major metro-fiber routes with lateral buildouts**
- **Optical network supports 38 Tbps of traffic per span, with up to 400 Gbps per channel**
- **Geo-diverse core and aggregation routers to provide the highest level of network resiliency and uninterrupted service**
- **Local control of splicing equipment**
- **Network Management Center (NMC) with access to technical staff and engineers 24/7**

Nsight is committed to growing its business in a thoughtful, forward-thinking and, above all, caring way. Guided by the belief that the business must give back to the communities it is privileged to serve, Nsight is actively involved in and supports organizations that embody the company's values and extend our mission. For more details see <https://www.nsignal.com/community>.

**Subsidiaries of NECW, including Brown County CLEC, have completed five PSCW Broadband Expansion Grant projects.**

1	Round	PSC Filing #	Project Description	Type of Broadband Technology Used	Facility Route built	Number of customers
2	FY2018 II	336475	Oconto Falls Business Park Fiber	Last Mile Fiber Build	2.2 Miles	33
3	FY2018 II	336445	Sheboygan County Highway O Fiber	Middle Mile Fiber	7.5 Miles	6
4	FY2019	346426	Fiber to Washington Island	Middle Mile Fiber	4.4 Miles	N/A. Submarine Cable
5	FY2019	346357	Champion Fixed Wireless	CBRS Fixed Wireless	CBRS on one tower	26
6	FY2019	346317	Calumet County Regional Fiber Build	Middle Mile Fiber	16 Miles	6

**Nsignal is currently working to complete three additional PSCW Broadband Expansion Grant projects.**

Nsignal FY2020 Awards.									
Round	PSC Filing #	Applicant	Project Description	Grant Amount Requested	% of total Project Cost	Nsignal Matching Funds	Partners' Matching Funds	Total Cost of Project	PSCW Funded, Y/N.
FY2020	380943	Nsignal	#1 Egg Harbor Public Broadband Network. WiFi for Village of Egg Harbor.	\$ 48,960.00	60%	\$ 17,640.00	\$ 15,000.00	\$ 81,600.00	Ongoing
Nsignal FY2021 Award									
FY2021	400624	Nsignal	#1 Fiber to Washington Island Phase II	\$ 297,603.00	40%	\$ 181,500.00	\$ 264,904.00	\$ 744,007.00	Ongoing
FY2022 ARPA Award									
FY2022	416832	Town of Liberty Grove	Northport FTTH Pilot Project	\$ 318,500.00	50%	\$ 73,500.00	\$ 245,000.00	\$ 637,000.00	Ongoing

- B. A description of an applicant's financial ability to undertake the proposed broadband construction project.

**OCEDC is a 501(c)3 nonprofit with an annual budget of \$415,000 and \$700,000 in assets. OCEDC is a contracted vendor with Oconto County and receives grants through state and federal resources. OCEDC has successfully administered and reported on several grants within the last 5 years and proven to be financially responsible.**

**Brown County CLEC is a subsidiary of the Holding Company, Northeast Communications of Wisconsin (NECW). NECW was founded in 1910 and has grown to be a large regional wireless and wireline communications provider based in Wisconsin with over \$300 million in assets with more than enough funds to complete the project.**



- C. A description of how the proposed project will affect the ability of individuals to access education service from home.

**District Administrator for the School District of Wabeno Jeffrey Walsh is confident that the FTTP project will improve the ability of students to access education from home. He points out that by having FTTP internet service their students will have an opportunity to get online learning and expanded learning options for themselves and adds that these students and families would greatly benefit from the fiber optic services. See Exhibit 10.**

- D. A description of how the proposed project will or will not duplicate existing broadband infrastructure.

**This project will not duplicate existing broadband infrastructure.**

- E. A description of how the proposed project will affect the ability of individuals to access health care service from home, including any impact upon the costs of those services.

**NorthLakes Community Clinic CEO Rebecca Rice submitted a letter supporting this application. Their clinic in Lakewood offers medical, dental, behavioral health, chiropractic, and community supports to Lakewood and its surrounding communities. The clinic currently provides tele-health services for medical appointments, behavioral health appointments, and their community health worker services. These services often use Zoom or Google Meet platforms. This requires their healthcare consumers to have affordable and reliable internet. Many of their patients do not have access to this kind of internet. The clinic also offers their patients access to their medical records through a patient portal. See Exhibit 8.**

**Rebecca Rice believes that the Lakewood FTTP project will greatly increase broadband download and upload speeds for all households and businesses. The project will also serve the needs of residents in this rural community, including online access to services such as education, ecommerce, and healthcare. For this reason, NorthLakes fully supports the application.**

**Exhibit 1: Town of Lakewood Resolution #1-2022 In Support for Broadband Expansion OCEDC Grant Application.**

**RESOLUTION #1-2022**

**In Support for Broadband Expansion OCEDC Grant Application**

**STATE OF WISCONSIN  
TOWN OF LAKEWOOD**

The Town Board of the Town of Lakewood, Oconto County, Wisconsin, by this resolution, adopted on proper notice with a quorum and by a roll call vote of the majority of the town board present and voting resolves the following support for Broadband Expansion Grant Application Submitted by OCEDC and Nsight to the Public Service Commission

WHEREAS, approximately \$100 million dollars in State of Wisconsin Broadband Expansion Grant funding will be available to eligible applicants in March 2022; and

WHEREAS, the Oconto County Economic Development Corporation (OCEDC) is working in partnership with Nsight Telservices to improve broadband service in the Town of Lakewood, Oconto County; and

WHEREAS, the rural Town of Lakewood lacks basic broadband internet service required to complete business and personal transactions and to promote economic development and is considered underserved by the Wisconsin Public Service Commission maps; and

WHEREAS, OCEDC's private partner Nsight is currently engaged in engineering analysis designed to produce detailed project parameters and cost estimates to be used to compile a competitive Broadband Expansion Grant application; and

WHEREAS, estimated infrastructure costs for this project total over \$1,750,000; and

WHEREAS, the Broadband Expansion Grant process is extremely competitive; and applications that demonstrate a public private partnership are evaluated higher than those that do not; and

WHEREAS, the Town of Lakewood Board of Supervisors has already pledged \$40,000 to be applied to the grant as a match.

NOW, THEREFORE, BE IT RESOLVED, the Town of Lakewood Board of Supervisors hereby reaffirms their support of \$40,000 in financial support contingent upon the grant award; and

BE IT FURTHER RESOLVED that the Town of Lakewood Board supports the application submitted by the OCEDC in partnership with Nsight Telservices to the Wisconsin Public Service Commission for the purpose of deploying a fiber-to-the-home network in the Town of Lakewood, Oconto County, Wisconsin.

Submitted this 14 day of February, 2022.

Adopted by roll call vote: 3 Ayes, 0 Nays, 0 Absent, 0 Abstain

The Town Clerk shall properly post or publish this resolution as required under 60.80, Wis., Stats.

Adopted this 14<sup>th</sup> day of February, 2022


Attested:

  
Denise Jackett, Clerk

Signed by:

  
Joanne Roy, Chairman

  
Scott Van Lanen, Supervisor

  
Richard Edison

**Exhibit #2: Oconto County Board of Supervisors Resolution in Support of the OCEDC FY2022 Broadband Expansion Grant Application.**

RESOLUTION – 2022-02-03

To: The Honorable Chair and Members of the Oconto County Board of Supervisors

Re: County Financial Support for Broadband Expansion Grant Application Submitted by OCEDC and Nsight to the Public Service Commission – Town of Lakewood

WHEREAS, approximately \$100 million dollars in State of Wisconsin Broadband Expansion Grant funding will be available to eligible applicants in March 2022; and

WHEREAS, the Oconto County Economic Development Corporation (OCEDC) is working in partnership with Nsight Telservices to improve broadband service in the Town of Lakewood, Oconto County; and

WHEREAS, the rural Town of Lakewood lacks basic broadband internet service required to complete business and personal transactions and to promote economic development and is considered underserved by the Wisconsin Public Service Commission maps; and

WHEREAS, OCEDC's private partner Nsight is currently engaged in engineering analysis designed to produce detailed project parameters and cost estimates to be used to compile a competitive Broadband Expansion Grant application; and

WHEREAS, estimated infrastructure costs for this project total over \$1,750,000; and

WHEREAS, the Broadband Expansion Grant process is extremely competitive; and applications that demonstrate a public private partnership are evaluated higher than those that do not; and

WHEREAS, the OCEDC is seeking additional letters of support and monetary financial pledges from municipalities receiving benefit from this application, contingent upon grant approval, and includes a \$40,000 pledge from the Town of Lakewood and a ~~\$147,000~~ \$182,926.33 pledge from Nsight Telservices; all said contributions will be applied to the grant match; and

WHEREAS, a significant pledge from Oconto County increases the overall competitiveness of the application; and

WHEREAS, the Oconto County Board of Supervisors has already allocated \$500,000 of their American Rescue Plan Act funds toward the expansion of broadband and \$250,000 of those dollars are still available.

NOW, THEREFORE, BE IT RESOLVED, Oconto County Board of Supervisors hereby pledges their support in the form of \$250,000.00 in financial support contingent upon the grant award; and

BE IT FURTHER RESOLVED that the Oconto County Board of Supervisors supports the application submitted by the OCEDC in partnership with Nsight Telservices to the Wisconsin Public Service Commission for the purpose of deploying a fiber-to-the-home network in the Town of Lakewood, Oconto County, Wisconsin.

Submitted this 24th day of February, 2022.

By: FINANCE/INSURANCE COMMITTEE

Paul Bednarik, Chair  
Alan Sleeter  
Gary Frank  
Gregory Sekela  
Douglas McMahon

*Electronically Reviewed by Corporation Counsel on 02.09.2022 - BLE*

*Adopted by an electronic vote: 28 Ayes, 0 Nays, 3 Absent, 0 Abstain, 0 Vacant*

STATE OF WISCONSIN  
COUNTY OF OCONTO

I, Kim Pytleski, do hereby certify that the above is true and correct copy of the original now on file in the office of the County Clerk and that it was adopted by the Oconto County Board of Supervisors on this date. DATE: 02/24/2022 Kim Pytleski, County Clerk

### Exhibit 3. Memorandum of Understanding Between Oconto County Economic Development Corporation and Nsight Telservices.

MEMORANDUM OF UNDERSTANDING BETWEEN THE OCONTO COUNTY ECONOMIC DEVELOPMENT CORPORATION AND BROWN COUNTY C-LEC, LLC, d/b/a NSIGHT TELSOURCES.

The Oconto County Economic Development Corporation ("OCEDC") agrees to partner with Brown County C-LEC d/b/a Nsight Telservices ("Nsight") for a fiber-to-the-premise ("FTTP") grant proposal that the OCEDC will submit to the Public Service Commission of Wisconsin ("PSC") under the Broadband Expansion Grant Program for the FY2022 grant cycle.

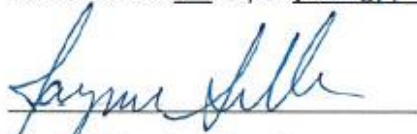
The OCEDC is applying for an FY2022 PSCW Broadband Expansion Grant to deploy a scalable FTTP service in the Town of Lakewood, Oconto County that will provide fiber based broadband internet service with download speeds between 250 Mbps and 1 Gbps per subscriber to 256 residential and business locations in the Town.

The OCEDC is applying for a grant in the amount of \$1,278,652 from the PSCW. If awarded a grant, the OCEDC would pay all fiber project vendor and contractor invoices submitted to the OCEDC by Nsight for this project. The parties would attempt to have the OCEDC only pay invoices for labor and non-physical assets such that the OCEDC does not take possession or ownership of any assets or components of the project. However, should the OCEDC take possession or ownership of any assets, the OCEDC agrees to sell those assets to Nsight in the aggregate for \$1.00. If necessary, the OCEDC and Nsight will sign an Asset Purchase Agreement transferring any assets or components of the project to Nsight upon project completion.

The OCEDC and Nsight agree that, should the PSC award the OCEDC a grant, Nsight will have financial, billing, and operational control over the FTTP network after the project is completed, and, if necessary, an Asset Purchase Agreement is signed. Nsight will design, engineer and construct the new network. Nsight may, at its sole discretion, hire contractors to design and build the FTTP network and will own and operate it after the project is completed. Nsight will make a connection to the new FTTP network, provide internet backhaul, complete installs and disconnects at customer premises, handle billing, and maintain the new network. Should the PSC award the OCEDC a grant, it is estimated that Nsight will contribute \$182,926 to the project.

Nsight supports the partnership and, if the OCEDC applies for a grant, actively endorses the OCEDC application for the purpose of building the proposed fiber network.

Submitted this 7 day of March, 2022



Jayme Sellen, Executive Director

Oconto County EDC

1113 Main Street

Oconto, WI 54153



Robert Webb, VP of Innovative Operations

Nsight

450 Security Blvd

Green Bay, WI 54313



**Exhibit 4: Nsight Letter Supporting OCEDC Town of Lakewood FTTP FY2022 PSCW broadband expansion grant application.**



Steffany Powell Coker  
Secretary to the Commission  
Public Service Commission of Wisconsin

Dear Ms. Powell Coker,

March 17<sup>th</sup>, 2022.

Nsight actively supports the Oconto County Economic Development Corporation's ("OCEDC") application for an FY2022 PSCW Broadband Expansion Grant to partner with Nsight and deploy a fiber-to-the-premise (FTTP) broadband network service to 256 businesses and households in the Town of Lakewood, Wisconsin.

Nsight has 112 years of experience providing rural communities and local businesses with leading technology, flexible communication solutions and extraordinary customer care. Nsight's continued growth is spurred by ever-evolving consumer demands and their desire to partner with a trusted, local telecommunications provider. Meeting the needs of its customers in a personalized manner is the company's top priority and has been at the heart of the organization since its humble beginning in 1910. Our customers describe Nsight with terms such as 'high-quality work,' 'honest,' 'transparent,' 'trustworthy' and 'incredibly professional.'

The company's fixed communication group consists of both rural local exchange carrier (LEC) and fixed enterprise operations. Its rural LEC territory covers approximately 15 telephone exchanges in northeast and east central Wisconsin. Nsight's rural LEC operation provides high-speed internet, in addition to traditional fixed telephone services and television. Nsight also operates and maintains residential FTTP networks in various portions of its network footprint. As a leading communications provider in the state of Wisconsin, Nsight has a proven track record of operating, maintaining and continually investing in its network. Key organizational capabilities and network highlights include approximately 3,924 route miles of fiber-based network, middle-mile interconnection to strategic cities in the region, and geo-diverse core and aggregation routers to provide the highest level of network resiliency and uninterrupted service.

Nsight is confident that it can complete the Town of Lakewood FTTP project. Nsight completed five PSCW grant funded projects and is working to complete three additional grant-funded projects. As with these projects, Nsight will design, engineer, and construct the new network. Nsight will hire contractors to design and build this last mile FTTP network and will operate it after the project is completed. Nsight will make a connection to the new FTTP network, provide internet backhaul, complete installs and disconnects at customer premises, handle billing, and maintain the new network.

Since our founding in 1910, 112 years ago on March 10<sup>th</sup>, Nsight has been rooted in rural service. It is both our pleasure and our mission to serve the communities in Rural Wisconsin. We know that individuals who choose the quality of life that is offered by small, close-knit communities still want access to the same technical amenities found in metropolitan areas. Therefore, Nsight supports the OCEDC FY2022 grant application and pledges **\$182,926** in financial support for the proposed project contingent on the grant award and completion of the last-mile fiber build.

Sincerely,

A handwritten signature in blue ink that reads "Brigid Riordan".

Brigid Riordan, CEO

450 Security Blvd. P.O. Box 19079 Green Bay, WI 54307 P: 920.617.7000 F: 920-617-7018 [www.nsignal.com](http://www.nsignal.com)

Nsight Telservices • Cellcom • Glas

**Exhibit 5: Town of Lakewood Resident Peter Liptack Letter of Support.**

From the Desk of:

02/10/2022

Peter A. Liptack

14822 County Road F

Lakewood, WI, 54138

TO: Members of Oconto County Finance/Insurance Committee:

RE: PSC Grant Application

Dear Committee Members.

I'm writing to support the resolution to provide matching funds in the amount of \$250,000 for a PSC grant application. This proposal will bring much needed internet services to the businesses and residents of the Town of Lakewood. Without the County's financial support, this project will not happen.

As a life time resident of Lakewood, area business person and elected assessor for our community for 45 years. I experience daily how the lack of quality internet impacts the development and progress of our community. The service we now have available is not adequate for most modern business applications. For community files that should be public records, the service we now have will not allow for the upload of the data to make it available on conventional websites. To utilize DOR functions, I have to use a 3<sup>rd</sup> party provider which requires I mail the data on flash drives as the internet 'breaks or drops' with uploads. For other business applications, I have had to drive to a larger community, such as Antigo and utilize a free WIFI service for report uploads. Recently involved in the opening of a new business, I acquired state of the art equipment, only to find it would not function in Lakewood, the result of the lack of consistent and highspeed internet service. I was forced to try and hire additional labor, which I soon found out was not available, resulting in the need to scale back the business operation at a loss.

I ask for your support to move this item to the full County Board.

Sincerely,

*Peter A Liptack*

Peter A. Liptack

14822 County F, Lakewood, WI 54138



**Exhibit 6: Letter of Support from Town of Lakewood Town Supervisor Scott VanLaanen.**

Public Service Commission of Wisconsin  
Broadband Expansion Grant Program, FY2022

February 15, 2022

To Whom It May Concern,

My name is Scott VanLaanen. I live in the Town of Lakewood and serve as the pastor of the Northwoods Bible Fellowship Church. The church has been a part of this community since the 1930's. I am also a Supervisor for the Town of Lakewood and have served on the Plan Commission for 15 years.

My home and office have minimal access to Broadband Internet services. The actual broadband service available to my home and work has a download speed of less than 5Mbps/25Mbps and upload speed of less than .600Kbps/3Mbps. This is thoroughly unacceptable, especially considering that I am paying for much more.

This project will bring our church into the digital world and allow us to better teach and serve our congregation. I am in full support of the application to this grant and ask that you help us move forward. We have lagged behind far too long.

Sincerely,

*Scott VanLaanen*

Pastor/Town Supervisor Scott VanLaanen  
15237 Pleasant Hill Dr.  
Lakewood, WI 54138  
715-850-2904/Northwoodsbible@yahoo.com

**Exhibit 7: Letter of Support from Town of Lakewood Residents Veronica and Richard O'Keefe.**

2/18/2022

Public Service Commission of Wisconsin.

Broadband Expansion Grant Program, FY2022.

To Whom It May Concern,

I live in the town of Lakewood. My home has minimal access to Broadband Internet services. The actual broadband service available to my home has a download speed of less than 25Mbps and upload speed of less than 3Mbps. We use our mobile devices and laptop for various tasks including paying bills and conferring with medical facilities. We also want to be able to enjoy streaming movies from various services that we pay for and this is currently not feasible due to the speed and data cap issues.

The Town of Lakewood fiber-to-the-premise project will greatly increase broadband download and upload speeds for all households and businesses. This project will serve the needs of residents in our rural community, including online access to services such as education, ecommerce, and home health.

Therefore, I support the Town of Lakewood application for a FY2022 Broadband Expansion Grant to improve broadband internet Service.

Sincerely,

*Veronica O'Keefe*     *Richard O'Keefe*

Veronica and Richard O'Keefe  
14621 N Lake John Ln  
Lakewood, WI 54138  
920-606-8183  
rnrokeefe@gmail.com

**Exhibit 8: Letter of Support from Rebecca Rice, CEO, NorthLakes Community Clinic.**



PO Box 179 // 15397 State Hwy 32  
Lakewood, WI 54138

Ph: (715) 276-6321  
Fx: (715) 276-1428  
Fx (Medical): (715) 276-1710

888.834.4551  
nlccwi.org

February 18, 2022

Public Service Commission of Wisconsin.

Broadband Expansion Grant Program, FY2022.

To Whom It May Concern,

I am pleased to submit this letter in support of the Lakewood application for the FY2022 Broadband Expansion Grant. Charlotte Vander Venter, our Regional Director of Operations at the Lakewood clinic, has been working closely with the clinical teams in Lakewood and gotten to know the Lakewood community. Our clinic offers Medical, Dental, Behavioral Health, Chiropractic, and Community supports to Lakewood and its surrounding communities.

Currently, we provide tele-health services for medical appointments, behavioral health appointments, and our community health worker services. These services often use Zoom or the Google Meet platform. This requires our healthcare consumers to have *affordable* and *reliable* internet. Many of our patients do not have access to this kind of internet. We also offer our patients access to their medical records through a patient portal. This kind of access allows patients to have more control and accessibility to their healthcare. They are able to see their progress notes, lab results, and communicate directly with their healthcare team.

The Town of Lakewood fiber-to-the-premise project will greatly increase broadband download and upload speeds for all households and businesses. This project will serve the needs of residents in our rural community, including online access to services such as education, ecommerce, and healthcare. NorthLakes fully supports the Town of Lakewood application for a FY2022 Broadband Expansion Grant to improve broadband internet service.

Sincerely,

A handwritten signature in black ink that reads "Rebecca Rice". The signature is fluid and cursive.

Rebecca Rice, CEO  
NorthLakes Community Clinic

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Our Mission: To respond to the health care needs of our communities with an integrated array of quality services and actively remove barriers to wellness.

Exhibit 9: Signed Petition from Businesses and Residents in Town of Lakewood, Oconto County.

To: Public Service commission of Wisconsin  
RE: Broadband Expansion Grant Program  
FY 2022

March 1, 2022

We, the undersigned, strongly support the expansion of broadband for  
the Town of Lakewood.

Richard Edman Town Supervisor  
17190 REMUS WOODS LANE LAKEWOOD 54138

Callum Cumber Realtor  
19251 State Hwy 32, Lakewood, 54138

Adriane Bartels Real Estate Broker/Owner  
Coldwell Banker Bartels Real Estate, Inc. Lakewood  
Lakewood Hardware & Lumber New Shell  
Dixie Bell USPS Lakewood WI 54138 - Postmaster

Bellin Health Lakewood

Gary Donaldson, Nicolet Pharmacy, Lakewood

Red Hawk Lakewood Dept Store

Matthew - LAONA STATE BANK - LAKEWOOD

Cory Ashbeck Insurance Agency - Lakewood

Nicole Haver - Lakes Country Public Library - Lakewood

Craig Kowalski - resident

Valerie Farmer - resident / Wauwabe Lake Lodge

Brian Royer - LRV

Pam James - Family Dollar

**Exhibit 10: Letter of Support from Jeffrey Walsh, District Administrator, School District of Wabeno Area.**

## School District of Wabeno Area

P.O. Box 460  
Wabeno, WI 54566

Jeffrey Walsh  
District Administrator  
(715) 473-2592  
Fax (715) 473-5201

William Taylor  
Jr/Sr High Principal  
(715) 473-5122  
Fax (715) 473-3406



Tim Brauer  
Elementary Principal  
(715) 473-2592  
Fax (715) 473-5201

Robert Tucker  
Director of Pupil Services  
(715) 473-5122  
Fax (715) 473-3406

February 23, 2022

Steffany Powell Coker  
Secretary to the Commission  
Public Service Commission of Wisconsin  
North Tower, 6<sup>th</sup> Floor  
Hill Farms State Office Building  
4822 Madison Yards Way

To Whom It May Concern:

I am the District Administrator for the School District of Wabeno Area. We have students in both Oconto and Forrest Counties. At this time, with COVID-19 in the area, students in our area do not all have access to the internet. We have tried to employ "hot spots" in our district in both counties, but were unable to get enough service for us to host these "hot spots."

Our students need to have broadband options for their educations. Without this, we have inequities in the educational opportunities for our students. By having fiber-to-the-premises, our students will have an opportunity to get online learning and expanded learning options for themselves. Lakewood and Townsend are in our district and these students and families would greatly benefit from the fiber optic services.

It is because of the above reasons that I support both the Town of Lakewood and the Town of Townsend applications for a FY2022 Broadband Expansion Grant to improve Broadband internet service.

Sincerely,

Jeffrey J. Walsh, District Administrator  
School District of Wabeno Area

**Exhibit 11: Letter of Support from Congressman Mike Gallagher.**

**Congress of the United States**  
**Washington, DC 20515**

March 4, 2022

Ms. Alyssa Kenney  
State Broadband & Digital Equity Director  
Public Service Commission of Wisconsin  
North Tower, 6th Floor  
Hills Farms State Office Building  
4822 Madison Yards Way  
Madison, WI 53705

Dear Director Kenney,

I write in support of the application of the Oconto County Economic Development Corporation and Nsight Telservices, LLC for funding through the fiscal year 2022 PSCW Broadband Expansion Grant from the Public Service Commission of Wisconsin.

The Town of Lakewood, located at the northern tip of Oconto County, serves as a popular getaway to the residents of Northeast Wisconsin. With its many lakes, abundant forests, and sparsely, seasonal population, the Lakewood area has limited access to broadband services. In addition, this area's unique location and small population make the area one of the more difficult and expensive places to implement broadband services.

With many natural obstacles and sparsely populated location, the Town of Lakewood's greatest challenge is implementing medium to large scale infrastructure projects without help. That is why deploying broadband services is merely impossible without the use of grant assistance.

The project will offer fiber-to-the-premise (FTTP) service to 185 underserved locations. This includes 130 homes and 55 businesses north and south of County Road F between Highway 32 and Clubhouse Lane in the Town of Lakewood, Oconto County. The new network will deliver much improved download and upload speeds to these well deserving residents and business owners. The partnership between the Oconto County Economic Development Corporation and Nsight Telservices, LLC offers a unique proposition for those needing broadband service in the area. With the help of this grant, the partnership between the Oconto County Economic Development Corporation and Nsight Telservices, LLC, will provide a great example of how public and private interests can work together to find solutions that match the needs of the people.

I request full and fair consideration to the Oconto County Development Corporation and Nsight Telservices, LLC's application for funding. If you have additional questions regarding my support, contact Dane Lasecki in my office at [dane.lasecki@mail.house.gov](mailto:dane.lasecki@mail.house.gov). Thank you for your thoughtful consideration of my request.

S/F,



Mike Gallagher  
Member of Congress



**Exhibit 12: Joint Letter of Support from Senator Mary Felzkowski, 12<sup>th</sup> Senate District, and Representative Jeff Mursau, 36<sup>th</sup> Assembly District.**



## **WISCONSIN LEGISLATURE**

P. O. Box 7882 Madison, WI 53707-7882

March 3, 2022

Alyssa Kenney, State Broadband & Digital Equity Director  
Public Service Commission of Wisconsin  
4822 Madison Yards Way  
North Tower - 6th Floor  
Madison, Wisconsin 53705-9100

Dear PSC Broadband Expansion Grant Review Committee,

Please accept this letter in support of the Oconto County Economic Development Corporation and Nsight Teleservices' PSC Broadband Expansion Grant application for the Town of Lakewood. We strongly believe that Oconto County and Nsight Teleservices would make excellent use of this grant funding.

This grant would allow for further development in the Northwoods region by providing reliable internet access to 185 underserved locations. This equates to 130 homes and 55 businesses to the north and south of County Road F between Highway 32 and Clubhouse Lane. Many residents in this area continue to rely on slower broadband connections in their homes and businesses, placing the area at a distinct disadvantage. Broadband expansion will attract new businesses, promote student educational opportunities, and address health and safety issues in remote areas.

Most of Lakewood's economy is rooted in the tourism industry, like much of Northern Wisconsin. It is imperative that we afford these tourism-heavy areas with reliable internet services. We should not let a lack of reliable internet connection deter people from staying in or moving to the area – the Northwoods deserves the same developmental opportunities as the rest of the Wisconsin.

We are grateful for the Oconto County Economic Development Corporation and its continued efforts toward delivering reliable internet service to the area. The county's partnership with Nsight on this project is a good example of how our local leaders have been taking steps to address the broadband needs of residents in these rural areas.

The Broadband Expansion Grant is an important step towards encouraging economic development and growth in the heart of the Northwoods. Thank you for your time and consideration of our request. Should you have any questions, please feel free to contact us.

Sincerely,

A handwritten signature in cursive script that reads "Mary Felzkowski".

Senator Mary Felzkowski  
Wisconsin State Senator  
12<sup>th</sup> Senate District

A handwritten signature in cursive script that reads "Jeff Mursau".

Representative Jeff Mursau  
Wisconsin State Representative  
36<sup>th</sup> Assembly District